



JOB OPPORTUNITY

CALIFORNIA STATE DEPARTMENT OF INSURANCE

ASSOCIATE GOVERNMENTAL PROGRAM ANALYST

\$3,915 - \$4,759

MEDIA RELATIONS OFFICE

SACRAMENTO

The Department of Insurance is seeking an individual to serve as Deputy Press Secretary (AGPA) within the Media Relations Office. Under the direction of the Deputy Commissioner, Media Relations, the incumbent will perform analytical, research, editorial, and media related tasks for the Department's comprehensive public information program.

RESPONSIBILITIES: The Deputy Press Secretary will assist the Deputy Commissioner, Media Relations in the formulation, design, and implementation of the Department's public information program. This includes media, legislative, and general public outreach efforts; information dissemination strategy and planning to all major communication outlets, including print and broadcast; writing, editing, and distributing materials and information; design, layout, and distribution of newsletters and general resource information and other informational services; and formulating and evaluating policies, procedures and program alternatives, as needed. The incumbent will assist in media placement, coordination of interviews, issuing news advisories, and responding to important and sensitive correspondence; assist the Deputy Commissioner, Media Relations, in research for inquiries from media, legislators, and the general public; will also assist the Deputy Commissioner in preparing press releases and material for press conferences or backgrounders; conduct research and analyses for special information projects for the Commissioner's Office; collect and evaluate data as required; and issue reports and recommendations on assigned special projects.

DESIRABLE QUALIFICATIONS: Public relations and/or media relations background; strong oral and written communication skills; must possess good analytical and problem solving skills with the ability to analyze data; knowledge of techniques involved in preparing, producing and disseminating information utilizing all major media outlets; ability to establish and maintain good working relationships with the news media and other public groups; ability to write, edit and prepare news releases, magazine articles, correspondence, brochures, pamphlets, reports, speeches, and scripts for radio, television, and other information material; and ability to work under multiple deadlines while gathering accurate information. Working knowledge and experience with various computer software applications, including but not limited to Microsoft Word, Excel, Page Maker 6.0, Photo Shop 4.0, File Maker Pro, Microsoft Power Point, Pagemill, Illustrator, and other related software and pre-print processes.

WHO MAY APPLY: Applications will be accepted from current State employees at the Associate Governmental Program Analyst level, those within transfer range, or individuals who have list eligibility. Training and Development Assignments may be considered for certain classifications only if necessitated for recruitment purposes. All applications will be reviewed; however, only the most qualified candidates will be interviewed. Applicants currently on SROA lists or employed by a surplus department are encouraged to apply. *All applicants must clearly indicate the basis of their eligibility (i.e. SROA, surplus, reemployment, reinstatement, transfer, or list eligibility) on the state application*

APPLICATION PROCEDURE: Send a completed standard State of California application to Shari Yamamoto, Department of Insurance-Human Resources Management Bureau, 300 Capitol Mall, 13th Floor, Sacramento, CA 95814. **Please indicate "AGPA – Media Relations #183-5393-XXX" on the State application.** For additional information, please call (916) 492-3418.

FINAL FILING DATE: February 20, 2001 or until filled

NOTE: Interested individuals, including list eligibles, must submit applications in order to be considered

DO NOT SUBMIT APPLICATIONS TO THE STATE PERSONNEL BOARD

2/8/2001 tc



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